

OMAHA

HIGHEST BILLING STATIONS

1984		1985		1986		1987		1988		1989	
1 KFAB	4.4	KFAB	5.7	KFAB	5.8	KFAB	5.0	KFAB	4.8	KFAB	4.2
2 KQKQ-F	2.3	WOW AF	3.1	WOW AF	3.0	WOW AF	3.0	WOW AF	3.2	WOW AF	3.4
3 KGOR-F	1.5	KQKQ-F	2.6	KEZO-F	2.2	KEZO AF	2.5	KEZO AF	2.7	KEZO AF	3.1
4 KEZO-F	1.4	KEZO-F	2.0	KQKQ-F	2.1	KQKQ-F	2.0	KQKQ-F	1.9	KQKQ-F	3.1
5 WOW	1.4	KGOR-F	1.8	KESY-F	1.5	KGOR-F	1.6	KGOR-F	1.7	KGOR-F	1.6
6 WOW-F	1.0	KESY-F	1.5	KGOR-F	1.3	KEFM-F	1.3	KEFM-F	1.7	KEFM-F	1.6
7						KESY-F	1.2	KESY AF	1.4	KESY AF	1.4
8										OIL/OMJ	0.9
9										KKAR	0.5
10											
1990		1991		1992		1993		1994		1995	
1 WOW AF	3.6	WOW AF	3.8	WOW AF	4.7	WOW AF	5.0	WOW AF	5.0	WOW AF	5.0
2 KEZO-F	3.4	KFAB	3.3	KFAB	3.2	KFAB	4.0	KFAB	4.5	KFAB	4.0
3 KFAB	3.4	KEZO AF	3.2	KEZO AF	3.0	KEZO AF	3.1	KQKQ-F	3.5	KQKQ-F	3.5
4 KQKQ-F	3.1	KQKQ-F	2.9	KQKQ-F	2.7	KQKQ-F	3.0	KEZO AF	3.4	KEZO AF	3.5
5 KEFM-F	2.1	KEFM-F	2.2	KGOR-F	2.1	KGOR-F	2.5	KGOR-F	2.8	KGOR-F	3.0
6 KGOR-F	1.9	KGOR-F	2.0	KEFM-F	2.0	KEFM-F	2.2	KEFM-F	2.2	KEFM-F	2.2
7 KESY AF	1.4	KESY AF	1.3	KESY AF	1.3	KESY AF	1.3	KESY AF	1.4	KESY AF	1.8
8 KKAR	0.6	KKVU	0.7	KKCD-F	0.9	KKAR	1.0	KKAR	1.2	KKKT-F	1.7
9		KKAR	0.65	KKAR	0.8			KXKT-F	1.2	KKAR	1.3
10		KXKT-F	0.6					KKCD-F	1.0	KKCD-F	1.2
11											
1996		1997		1998		1999		2000		2001	
1 WOW AF	4.3	KEZO-F	4.0	KEZO-F	4.8	KEZO-F	5.1	KXKT-F	5.1	KXKT-F	5.0
2 KFAB	4.0	KXKT-F	3.8	WOW AF	4.0	KXKT-F	4.3	KEZO-F	4.5	KEZO-F	3.8
3 KEZO-F	3.5	WOW AF	3.8	KXKT-F	3.8	WOW AF	3.7	KGOR-F	4.0	KGOR-F	3.6
4 KGOR-F	3.0	KFAB	3.2	KFAB	3.6	KFAB	3.6	KFAB	3.8	KFAB	3.5
5 KXKT-F	2.9	KGOR-F	3.1	KEFM-F	3.1	KSRZ-F	3.4	KEFM-F	3.4	KEFM-F	3.4
6 KQKQ-F	2.8	KQMQ-F	3.0	KKCD-F	3.0	KEFM-F	3.2	KSRZ-F	2.9	KSRZ-F	2.8
7 KEFM-F	2.5	KEFM-F	2.9	KGOR-F	3.0	KGOR-F	3.1	KQKQ-F	2.8	KQKQ-F	2.4
8 KKCD-F	1.7	KKCD-F	2.6	KQKQ-F	2.8	KQKQ-F	2.9	KKAR	2.4	KQCH-F	2.1
9 KKAR	1.5	KKAR	1.3	KKAR	2.2	KKAR	2.2	KMXM-F	1.0	KKCD-F	1.9
10 KESY-F	1.2	KTNP-F	1.2	KSRZ-F	1.5	KKCD-F	1.9	KKCD-F	1.6	KKAR	1.5
11 KGDE-F	1.0	KGDE-F	1.1	KTNP-F	0.9	KZFX-F	1.0	KQCH-F	1.4	KMXM-F	1.3
12								KZFX-F	1.1	KRQC-F	0.9
2002		2003									
1 KXKT-F	5.1	KXKT-F	6.2								
2 KFAB	4.3	KFAB	4.5								
3 KEZO-F	4.1	KEZO-F	4.2								
4 KEFM-F	3.7	KGOR-F	4.1								
5 KGOR-F	3.7	KEFM-F	3.0								
6 KKCD-F	2.8	KKCD-F	2.9								
7 KSRZ-F	2.5	KSRZ-F	2.6								
8 KQKQ-F	2.4	KQKQ-F	2.5								
9 KBBX-F	1.8	KQCH-F	2.0								
10 KQCH-F	1.8	KBBX-F	1.9								
11 KLTQ-F	1.5	KKAR	1.6								
KHUS-F	1.5	KHUS-F	1.6								
KKAR	1.5	KOMJ-F	1.5								

HIGHEST BILLING RADIO ENTITIES

1994		1995		1996	
1 Henry	\$ 7.3 (27.1)	1 Henry	\$ 7.0 (24.4)	1 Triathlon	\$ 10.8 (34.9)
2 Great Empire	5.0 (18.6)	2 Mitchell	5.7 (19.9)	2 Journal	5.8 (18.8)
3 Mitchell	5.0 (18.6)	3 Great Empire	5.0 (17.4)	3 Mitchell	5.6 (18.1)
4 Journal	4.4 (16.4)	4 Journal Co.	4.7 (16.4)	4 Great Empire	4.3 (14.0)
		5 Triathlon	2.4 (8.4)	5 KEFM-F	2.5 (8.1)
		6 KEFM-F	2.2 (7.7)	6 KBBX,KESY-F	1.6 (5.0)
		7 KBBX,KESY-F	1.8 (6.3)		
1997		1998		1999	
1 Triathlon	\$ 11.2 (35.0)	1 Journal	\$ 14.2 (40.6)	1 Journal	\$ 15.2 (41.6)
2 Journal	8.0 (25.1)	2 Capstar	11.3 (32.1)	2 Clear Channel	11.4 (31.1)
3 Mitchell	5.7 (17.9)	3 Mitchell	6.0 (17.1)	3 Mitchell	6.4 (6.4)
4 Great Empire	3.8 (11.7)	4 KEFM-F	3.1 (8.8)	4 KEFM-F	3.2 (3.2)
5 KEFM-F	2.9 (9.1)				
2000		2001		2002	
1 Journal	\$ 13.6 (34.4)	1 Journal	\$ 13.3 (36.3)	1 Clear Channel	\$ 18.3
2 Clear Channel	13.5 (34.1)	2 Clear Channel	13.1 (35.7)	2 Journal	15.3
3 Mitchell	6.9 (17.3)	3 Mitchell	5.3 (14.4)	3 Waitt	6.2
4 KEFM-F	3.4 (8.6)	4 KEFM-F	3.4 (9.4)		
2003					
1 Clear Channel	\$ 19.3	All 2002 and 2003 financial data is provided by BIA Financial.			
2 Journal	15.6				
3 Waitt	6.3				
4					
5					

DUNCAN'S COMMENTS:

Omaha is an average medium-sized radio market. Revenues have increased at a slightly above average rate but the number of viable stations has increased dramatically.

KFAB was a superb radio station through much of the period. However, its audience share is only a third of what it was in the mid 1980's. I recall that KFAB usually had a 60% share on Saturday afternoons in the Autumn. That was the time of the Nebraska football broadcasts. KXKT now leads Omaha in ratings and revenue which is interesting because the station did not even become viable until 1988.

ORLANDO

	Market Revenue	Revenue Change	Population	Revenue Per Capita	Retail Sales	Rev. as % Retail Sales	Revenue Per Share Point	Highest Billing Stations	Average Person Rating(APR)	FM Share	Total Stations	Viable Stations	Unlisted Station Listening	
1976	7.5	--	--	--	--	--	--	--	15.4 %	48.3 %	--	--	--	1976
1977	8.4	12.0 %	--	--	--	--	--	--	16.1	47.0	20	--	--	1977
1978	9.7	15.5	--	--	--	--	--	--	15.2	56.4	19	--	--	1978
1979	9.9	2.1	--	--	--	--	--	--	15.5	57.9	22	--	--	1979
1980	11.5	16.2	--	--	--	--	--	--	14.0	61.04	20	--	--	1980
1981	13.9	20.9	.750	18.53	4.4	.0036	--	--	15.2	60.2	20	--	--	1981
1982	17.1	23.0	.805	21.24	4.7	.0036	--	--	19.1	62.9	25	--	--	1982
1983	21.2	24.0	.827	25.63	5.3	.0041	.157	--	19.5	63.4	24	15	--	1983
1984	25.1	18.4	.837	29.99	5.7	.0044	.233	WWKA-F 3.2	17.5	68.7	22	13	--	1984
1985	31.2	24.3	.864	36.32	6.1	.0049	.371	WJYO-F 5.5	18.1	73.4	22	13	--	1985
1986	35.5	13.8	.883	38.38	6.8	.0054	.394	WWKA-F 4.7	18.5	78.5	23	14	--	1986
1987	37.3	5.1	.959	38.89	7.2	.0052	.418	WWKA-F 5.1	17.6	81.0	22	14	7.4	1987
1988	40.6	8.8	.989	41.05	8.1	.0050	.447	WWKA-F 6.6	16.6	78.0	22	13	6.6	1988
1989	44.4	9.4	1.04	42.69	9.8	.0045	.499	WWKA-F 6.8	17.1	83.4	22	13	8.3	1989
1990	46.2	4.1	1.10	42.50	10.0	.0046	.550	WWKA-F 6.6	16.2	85.6	24	13	8.5	1990
1991	44.1	-4.5	1.14	38.68	10.6	.0042	.521	WWKA-F 6.0	17.4	84.1	28	14	9.3	1991
1992	44.2	0.2	1.16	38.10	10.6	.0042	.530	WWKA-F 7.0	16.7	86.2	22	14	12.2	1992
1993	49.5	10.2	1.37	36.13	13.6	.0036	.567	WWKA-F 7.4	16.4	87.9	24	14	10.8	1993
1994	57.0	17.0	1.38	41.30	15.2	.0038	.640	WWKA-F 6.5	17.4	84.1	25	15	9.2	1994
1995	62.6	10.3	1.43	43.78	15.0	.0044	.718	WWKA-F 7.1	16.6	84.8	21	15	10.9	1995
1996	70.7	12.2	1.45	48.76	16.1	.0044	.811	WWKA-F 8.0	16.6	85.2	27	15.5	10.5	1996
1997	77.1	9.1	1.48	52.09	17.8	.0043	.884	WWKA-F 8.7	17.0	82.1	30	15.5	9.2	1997
1998	92.5	19.9	1.53	60.46	19.3	.0048	1.08	WWKA-F 10.0	16.9	82.3	27	15	12.0	1998
1999	105.5	12.3	1.59	66.35	20.4	.0052	1.25	WWKA-F 11.1	16.8	82.7	27	17	13.7	1999
2000	114.2	8.2	1.61	70.76	26.1	.0044	1.30	WTKS-F 11.9	15.8	84.2	27	18	10.9	2000
2001	116.5	1.9	1.68	69.35	25.4	.0046	1.38	WOMX-F 12.2	15.1	81.8	28	18	14.0	2001
2002	121.6	4.4	1.73	70.29	26.1	.0047	1.498	WMGF-F 10.6	14.6	84.3	26	--	17.1	2002
2003	127.0	4.4	1.77	71.75	27.2	.0047	1.581	WMGF-F 10.9	14.3	80.4	28	18	18.7	2003

MAJOR STATIONS - JANUARY 2004

WDBO	580 5KW (DA-N)	Talk	Cox	WCFB-F	94.5 100KW@1480	Black/AC	Cox
WDYZ	990 50KW/14KW (DA-2)	Kids	Disney/ABC	WHTQ-F	96.5 100KW@1490	Classic AOR	Cox
WFLF	540 50KW (DA-2)	Talk	Clear Channel	WJHM-F	101.9 56KW@1584	CHR/Dance	CBS
WOKB	1600 5KW (DA-2)	Gospel		WJRR-F	101.1 100KW@1598	AOR	Clear Channel
WONQ	1030 10KW/1.7KW (DA-2)	Hispanic		WLOQ-F	103.1 14KW@440	Jazz	
WQTM	740 50KW (DA-2)	Sports	Clear Channel	WMGF-F	107.7 100KW@1584	Soft AC	Clear Channel
WRLZ	1270 5KW (DA-N)	Hispanic		WMMO-F	98.9 44KW@522	Soft AC	Cox
WTLN	950 12KW/5KW (DA-N)	Religion		WNUE-F	98.1 100KW@476	Hispanic	Mega
				WOCL-F	105.9 100KW@1581	AOR	CBS
				WOMX-F	105.1 100KW@1597	AC/CHR	Infinity
				WPYO-F	95.3 3KW@472	CHR/Dance	Cox
				WSHE-F	100.3 81KW@1598	Oldies	Clear Channel
				WTKS-F	104.1 100KW@1600	Talk/AOR	Clear Channel
				WWKA-F	92.3 100KW@1490	Country	Cox
				WXXL-F	106.7 100KW@823	CHR/Black	Clear Channel

ORLANDO

FORMAT SHARES (%)

	77	80	82		84	87	90		92	95	98	2000
CHR/AOR	35	29	27	CHR	21	22	14		6	7	12	8
				AOR/CL	12	13	13		15	20	13	12
MOR/AC	20	28	17	MOR/FS	6	8	7		10	8	9	See Talk
				AC/OLD	14	18	22		18	10	7	6
								AC	6	5	10	
COUNTRY	11	11	23		19	15	13		19	11	11	8
BTFL/EZ/SAC	19	24	12		2	13	9					
								SOFT AC	8	8	7	8
NEWS/TALK	--	--	7		5	5	5		5	9	14	15
SPORTS										1	1	2
BLACK/URBAN	12	6	9		9	5	5		11	9	8	16
SMOOTH JAZZ		--	3		3	3	4		4	5	4	4
STANDARDS					6	--	--			3	4	--
HISPANIC					--	1	1		2	1	2	5
RELIG/GOSPEL	1	1	2		2	1	1		3	2	2	3
CLASSICAL												

STATION NOTES

(Major call letter and format changes)

WMOX-F	WORJ until 81; WJYO until 90; AOR until 81
WHTQ-F	WHOO until 87; CHR until 79; Country 87
WDYZ	WHOO until 85; WMMA until 87; WHOO again until 01; Country until 85; AC/MOR until 87; Country again until 93; Standards until 00
WQTM	Became primarily talk about 81; WKIS until 88; WWNZ until 00
WTLN	WLOF until 83; WCOT until 84; WBJW until 89; WOMX until mid-90's; CHR becoming AC by 82; Standards until 84; CHR until mid-90's
WRLZ	WORL until 89; WBZS until 92; WHBS until about 97; Black until 89; Business News until about 97
WOKB	WOKB until 88; WXXO until 90; WXTD until mid-90's; Black until 88; Gospel until 90; Hispanic until mid-90's
WDBO	Full Service evolved to Talk
WFLF	WGTO until 95; WWZN until 98; WQTM until 00; WWNZ until 01
WSHE-F	WDIZ until 96; CHR to AOR by 79; AOR until 96; CHR/AC until 00
WWKA-F	WDBO and EZ until 82
WOMX-F	WBJW until 89; Pure CHR until 89
WXXL-F	WHLY until 87; WCAT until 88; WHLY again until 89
WJHM-F	WORZ and Classic AOR until 88; Black evolving to CHR/Black by late 90's
WTKS-F	WSSP until 91; WZTU until 92; WHVE until 92; EZ to Soft AC until 91; AC until 92; CHR until 92; WWNZ until 93
WOCL-F	Country until 86; AC then Oldies by 87; Oldies until 99; Black Oldies until 00
WJRR-F	WSTF until 92; WVRI until 93; AC until 93
WMMO-F	AOR until late 90's; Classic Hits until 01
WCFB-F	WWLV until 92; EZ until 92; Country until 95
WNUE-F	WGNE until 00; Country until 00
WPYO-F	WTLN until 99; Religion until 99

MAJOR STATION TRANSACTIONS: 1970 to 2003

		\$
1971 WKIS	Sold by Storer to Susquehanna	1,475,000
1971 WDIZ-F	Sold by Storer to Shamrock	120,000
1971 WAJL	Sold to Rounsaville	1,075,000
1972 WBJW, WLOQ-F	Sold by J. Rutledge to Home Security	2,600,000
1973 WBJW-F	Sold to Rounsaville	500,000
1977 WBJW	From Home Security to Rounsaville	N/A
1977 WLOQ-F	Sold by Home Security Life	N/A
1979 WOKB		600,000
1979 WHLY-F	Sold to General Communicorp	1,410,000
1982 WDBO, WWKA-A	From Outlet to Katz	9,500,000
1982 WBJW, WBJW-F	From Rounsaville to Nationwide	7,000,000
1983 WHLY-F	Sold to Southern Starr	N/A
1984 WORL, WJYO-F	From Sudbrink to Metroplex	7,000,000
1986 WDBO	From Katz to New City	2,800,000
1986 WWKA-F	From Katz to New City	10,000,000
1986 WOKB (Winter Haven)		850,000
1987 WJHM-F (Daytona)	From Duffy to Beasley-Reed	9,250,000
1987 WKIS	Swapped to WPLP in Tampa	
1987 WWMA, WHTQ-F	From Bluegrass to TK	13,500,000
1987 WORL	Sold by Metroplex	1,650,000
1987 WAJL	Sold to Metroplex	1,100,000
1987 WORL	Sold to Beasley	1,935,000
1989 WHLY-F	From Southern Starr to Taylor	12,000,000 + WHTT-F (2.6)
1991 WMMO-F	Sold to Granum	8,150,000
1991 WNNZ, WZTU-F	From G. Gannett to Paxson	8,300,000
1992 WOMX	Sold by Nationwide	500,000 (never closed)
1992 WVRI-F	From Capitol (Goodman) to Paxson	6,700,000
1992 WHVE-F (Cocoa)	From Paxson to Hcker	5,500,000
1992 WPRD, WMOX-F	From Metroplex to Paxson	7,000,000
1993 WWNZ-F (Cocoa)	From Paxson to Press Bdcst	5,100,000
1994 WOMX	From Nationwide to New City	500,000
1994 WOCL-F	From Amer. Media to Chancellor	28,000,000
1994 WWZN	From Paxson to WTRR owner	300,000
1994 WGTO (Pine Hills)	Sold to Paxson	1,300,000
1995 WHOO, WHTQ-F	From TK to Granum	11,500,000
1995 WXXL-F	From Taylor to OmniAmerica	15,000,000
1995 WCFB-F (Daytona)	From Root to New City	6,000,000
1995 WXXL-F	From OmniAmerica to Citicasters	23,000,000 (cancelled)
1996 WHOO	From Granum to Infinity	2,000,000
1996 WHTQ-F	From Granum to Infinity	15,000,000
1996 WMMO-F	From Granum to Infinity	17,000,000
1996 WJHM-F	From Beasley to OmniAmerica	21,300,000
1996 WOMX-F	From Nationwide to OmniAmerica	Trade (Cleveland)
1996 WDIZ-F	From Shamrock to Paxson	22,500,000
1996 WDBO	From New City to Cox	13,000,000
1996 WZKD	From New City to Cox	1,000,000
1996 WCFB-F	From New City to Cox	14,000,000
1996 WWKA-F	From New City to Cox	36,000,000
1996 WJHM-F	From OmniAmerica to Chancellor	29,000,000
1996 WOMX-F	From OmniAmerica to Chancellor	42,000,000
1996 WXXL-F	From OmniAmerica to Chancellor	25,000,000
1996 WHOO	From Infinity to Cox	2,000,000
1996 WHTQ-F	From Infinity to Cox	16,000,000
1996 WMMO-F	From Infinity to Cox	24,000,000
1996 WTKS-F	From Press to Paxson	21,000,000
1997 WNNZ	From Paxson to Clear Channel	3,500,000
1997 WQTM	From Paxson to Clear Channel	1,800,000
1997 WJRR-F	From Paxson to Clear Channel	29,000,000
1997 WMOX-F	From Paxson to Clear Channel	36,200,000
1997 WSHE-F	From Paxson to Clear Channel	25,800,000
1997 WTKS-F	From Paxson to Clear Channel	34,200,000
1998 WTLN-F	From T. Moffit Sr. to Cox	14,500,000
1998 WZKD	From Cox to T. Moffit Jr.	500,000
1998 WAJL	Sold to Lapa	1,200,000
1999	All AM/FM stations sold to Clear Channel	...
1999 WFIV, WAJL	Sold to Genesis	2,100,000
2000 WJHM-F, WOCL-F, WOMX-F	Divested by Clear Channel to CBS	...
2000 WHOO	From Cox to ABC	5,000,000

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1984		1985		1986		1987		1988		1989	
1 WWKA-F	3.2	1 WJYO-F	5.5	1 WWKA-F	4.7	1 WWKA-F	5.1	1 WWKA-F	6.6	1 WWKA-F	6.8
2 WB JW-F	3.1	1 WWKA-F	4.1	1 WDIZ-F	4.5	1 WB JW-F	4.8	1 WB JW-F	4.6	1 WSTF-F	5.1
3 WJYO-F	3.0	1 WB JW-F	3.7	1 WJYO-F	4.2	1 WSTF-F	3.4	1 WSTF-F	4.5	1 WOCL-F	4.5
4 WDIZ-F	2.5	1 WDIZ-F	3.6	1 WB JW-F	3.8	1 WDIZ-F	3.4	1 WDIZ-F	4.1	1 WDIZ-F	4.3
5 WHLY-F	2.4	1 WHLY-F	2.9	1 WHLY-F	3.7	1 WJYO-F	3.3	1 WJYO-F	3.2	1 WOMX-F	3.5
6		1 WHOO-F	2.6	1 WSTF-F	3.2	1 WHLY-F	2.9	1 WOCL-F	3.0	1 WJYO-F	3.3
7		1 WDBO	1.9	1 WSSP-F	2.6	1 WSSP-F	2.9	1 WDBO	2.8	1 WHTQ-F	3.3
8		1 WKIS	1.4	1 WDBO	2.1	1 WDBO	2.5	1 WSSP-F	2.8	1 WJHM-F	3.1
9				1 WHOO-F	2.0	1 WOCL-F	1.8	1 WHTQ-F	2.4	1 WSSP-F	2.8
10				1 WKIS	1.6	1 WHTQ-F	1.7	1 WCAT-F	2.3	1 WDBO	2.1
1990		1991		1992		1993		1994		1995	
1 WWKA-F	6.6	1 WWKA-F	6.0	1 WWKA-F	7.0	1 WWKA-F	7.4	1 WWKA-F	6.5	1 WWKA-F	7.1
2 WSTF-F	6.0	1 WOCL-F	5.3	1 WOCL-F	4.8	1 WOCL-F	5.3	1 WOMX-F	6.1	1 WOMX-F	7.1
3 WOCL-F	5.6	1 WSTF-F	4.7	1 WMMO-F	4.1	1 WOMX-F	4.7	1 WOCL-F	5.9	1 WOCL-F	6.0
4 WHTQ-F	4.1	1 WJHM-F	4.0	1 WHTQ-F	3.9	1 WDIZ-F	4.0	1 WMGF-F	4.1	1 WJHM-F	5.3
5 WJHM-F	4.0	1 WMMO-F	3.6	1 WDIZ-F	3.6	1 WMGF-F	4.0	1 WXXL-F	4.5	1 WMGF-F	5.2
6 WOMX-F	3.7	1 WDIZ-F	3.6	1 WRI-F	3.2	1 WMMO-F	3.9	1 WJRR-F	4.2	1 WXXL-F	4.9
7 WDIZ-F	3.2	1 WHTQ-F	3.0	1 WJHM-F	3.0	1 WDBO	3.7	1 WDBO	4.1	1 WDBO	4.8
8 WMGF-F	2.9	1 WOMX AF	2.9	1 WDBO	2.9	1 WJHM-F	3.3	1 WJHM-F	4.0	1 WMMO-F	4.2
9 WSSP-F	2.3	1 WDBO	2.3	1 WOMX AF	2.9	1 WXXL-F	3.1	1 WDIZ-F	3.6	1 WJRR-F	3.8
10 WDDO	2.0	1 WMGF-F	1.7	1 WMGF-F	2.8	1 WHTQ-F	2.8	1 WMMO-F	3.5	1 WTKS-F	3.5
11				1 WXXL-F	2.0	1 WJRR-F	1.8	1 WTKS-F	2.2	1 WDIZ-F	3.4
12				1 WVNZ	1.7	1 WLOQ-F	1.7	1 WLOQ-F	2.0	1 WLOQ-F	2.4
13				1 WLOQ-F	1.6	1 WCFB-F	1.5	1 WHTQ-F	1.9	1 WHTQ-F	2.2
14								1 WCFB-F	1.7	1 WCFB-F	1.3
1996		1997		1998		1999		2000		2001	
1 WWKA-F	8.0	1 WWKA-F	8.7	1 WWKA-F	10.0	1 WWKA-F	11.1	1 WTKS-F	11.9	1 WOMX-F	12.2
2 WOMX-F	7.7	1 WOMX-F	7.8	1 WOMX-F	9.1	1 WOMX-F	10.5	1 WXXL-F	11.7	1 WTKS-F	11.8
3 WOCL-F	6.3	1 WOCL-F	6.9	1 WOCL-F	8.7	1 WXXL-F	10.2	1 WOMX-F	11.6	1 WXXL-F	10.8
4 WMGF-F	6.0	1 WTKS-F	6.5	1 WTKS-F	8.6	1 WTKS-F	9.8	1 WWKA-F	10.2	1 WWKA-F	9.4
5 WXXL-F	5.7	1 WTKS-F	6.4	1 WXXL-F	7.3	1 WMMO-F	7.8	1 WMMO-F	8.5	1 WJRR-F	8.2
6 WTKS-F	5.2	1 WXXL-F	6.2	1 WMGF-F	6.4	1 WMGF-F	7.0	1 WJRR-F	7.9	1 WMGF-F	7.8
7 WJHM-F	4.7	1 WJHM-F	5.1	1 WJHM-F	6.0	1 WJHM-F	6.3	1 WDBO	7.0	1 WMMO-F	7.3
8 WJRR-F	4.3	1 WMMO-F	4.6	1 WDBO	5.5	1 WOCL-F	6.3	1 WMGF-F	6.8	1 WDBO	6.5
9 WDBO	4.2	1 WDBO	4.4	1 WMMO-F	4.8	1 WJRR-F	6.0	1 WHTQ-F	6.4	1 WHTQ-F	6.5
10 WMMO-F	4.2	1 WJRR-F	4.3	1 WLOQ-F	4.5	1 WDBO	6.0	1 WJHM-F	6.0	1 WJHM-F	6.1
11 WHTQ-F	3.3	1 WLOQ-F	3.5	1 WJRR-F	4.4	1 WHTQ-F	5.8	1 WSHE-F	5.5	1 WCFB-F	5.6
12 WLOQ-F	3.0	1 WHTQ-F	3.3	1 WSHE-F	4.1	1 WLOQ-F	4.7	1 WLOQ-F	4.6	1 WLOQ-F	5.2
13 WCFB-F	2.3	1 WCFB-F	2.5	1 WHTQ-F	3.9	1 WSHE-F	4.1	1 WCFB-F	4.4	1 WSHE-F	4.7
14 WSHE-F	2.2	1 WSHE-F	2.3	1 WCFB-F	3.3	1 WCFB-F	3.9	1 WOCL-F	3.6	1 WOCL-F	3.6
15								1 WPYO-F	2.6	1 WPYO-F	3.5
16								1 WQTM	1.9	1 WNUE-F	2.7

HIGHEST BILLING RADIO ENTITIES

1984		1985		1986	
1 New City	\$ 12.3 (21.6)	1 New City	\$ 12.9 (20.5)	1 Chancellor	\$ 24.4 (34.5)
2 Paxson	10.2 (17.9)	2 Paxson	10.4 (16.5)	2 Cox	22.3 (31.5)
3 Nationwide	6.1 (10.7)	3 Nationwide	7.0 (11.1)	3 Paxson	19.1 (27.1)
4 Chancellor	5.9 (10.4)	4 Granum	7.0 (11.1)	4 WLOQ-F	3.0 (4.2)
5 Granum	5.6 (9.8)	5 Chancellor	6.0 (9.5)		
6 WXXL-F	4.5 (7.9)	6 Beasley	5.0 (7.9)		
		7 Omni-America	4.9 (7.8)		
		8 Press	3.5 (5.6)		
1987		1988		1989	
1 Chancellor	\$ 26.0 (33.7)	1 Chancellor	\$ 31.1 (33.6)	1 Clear Channel	\$ 39.6 (37.5)
2 Cox	24.3 (31.5)	2 Cox	29.0 (31.4)	2 Cox	36.2 (34.3)
3 Clear Channel	20.9 (27.1)	3 Clear Channel	25.7 (27.8)	3 CBS	23.2 (22.0)
4 WLOQ-F	3.5 (4.5)	4 WLOQ-F	4.5 (4.9)	4 WLOQ-F	4.7 (4.4)
2000		2001		2002	
1 Clear Channel	\$ 46.6 (40.8)	1 Clear Channel	\$ 46.1 (39.6)	1 Clear Channel	\$ 43.8
2 Cox	39.7 (34.8)	2 Cox	38.7 (33.3)	2 Cox	37.7
3 CBS	21.2 (18.6)	3 CBS	21.8 (18.7)	3 CBS	24.3
4 WLOQ-F	4.6 (4.0)	4 WLOQ-F	5.2 (4.5)	4 Gross (WLOQ)	5.4
		5 Mega	2.7 (2.3)	5 Mega	4.2
2003		All 2002 and 2003 financial data is provided by BIA Financial.			
1 Clear Channel	\$ 45.2				
2 Cox	38.1				
3 CBS	25.8				
4 Gross(WLOQ)	5.5				
5 Mega	5.2				

DUNCAN'S COMMENTS:

This is one of the nation's leading radio markets. Orlando has increased its revenue nearly 1000% between 1980 and 2000. Few markets can make that claim. During the same period the number of viable stations only increased by 20%. Listening levels are down but by a less than average amount. Orlando is simply a wonderful large radio market.

I feel that WLOQ is one of the best stories in American radio over the last thirty years. WLOQ was a Class A through much of the period and always has been a stand-alone. It has programmed a Jazz format since at least the late 1970's. This was at least a decade before the Jazz format gained wider acceptance in the industry. Now WLOQ regularly bills over \$5 million per year. Great credit is due to the Gross family for running and retaining WLOQ.

2002		2003	
1 WMGF-F	10.6	1 WMGF-F	10.9
2 WWKA-F	10.6	1 WWKA-F	10.9
3 WTKS-F	9.6	1 WXXL-F	10.5
4 WOMX-F	9.2	1 WOMX-F	10.4
5 WXXL-F	9.0	1 WJHM-F	8.6
6 WJHM-F	8.0	1 WTKS-F	8.6
7 WMMO-F	8.0	1 WMMO-F	7.5
8 WOCL-F	7.1	1 WHTQ-F	7.0
9 WHTQ-F	6.4	1 WOCL-F	6.8
10 WEBG-F	6.1	1 WEBG-F	6.2
11 WCFB-F	5.7	1 WDBO	5.6
12 WLOQ-F	5.4	1 WLOQ-F	5.5
13 WDBO	5.2	1 WCFB-F	5.5
14 WJRR-F	5.0	1 WJRR-F	5.4
15 WNUE-F	4.2	1 WNUE-F	5.2